

APPENDIX A:

SYSTEM PROCESS FLOW FOR JOB SEEKERS

STEP 1. Welcome & Introduction to Site/System (**Screen 1**)

STEP 2. Overview of Process & Methodology (**Screen 2**)

STEP 3. Illustration/Tutorial (**Screen 3**)

STEP 4. User Registration & Initial Payment Process (**Screen 4**)

(User inputs contact information such as name, address, telephone, email, and credit card information and chooses username & password. Payment not yet authorized.)

System proceeds to Step 5.

STEP 5. Screens 5 -12 are presented.

User inputs requested information for most recent/current relevant position including but not limited to: Job Function Type, Hierarchical Level of Function, Years in Function, Reporting Relationships, Compensation, Name of Company, Name of Division, Enterprise Type, Industry and Market Type, Company Size (revenue/sales) and Location. (If user cannot find an exact match within any menu supplied, user is instructed to select closest match or Show Me More Options button.)

STEP 5A. In one embodiment, system is linked to information in client server database and/or a third party database capable of providing information including but not limited to industry and company information, profiles and other relevant data. If system/client server and/or third party database recognizes company/division name, then information including but not limited to enterprise type, industry classification & size, mailing, web addresses and telephone number is automatically generated for the user.

STEP 5B. If system does not recognize entry (including but not limited to in the event the system is NOT linked to an information provider [the system's own or a third party's,] user completes all requested information to the best of their ability. (If user cannot find an exact match within any menu supplied, user is instructed to select closest match.)

Upon completion of requested information, user proceeds to Step 6.

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STEP 13. User is presented with **Screen 16** again and is instructed to select the most personally desirable (can be any number, from none to all) of the industry options listed in order to generate a preliminary list of companies.

Step 13-A User is given the option to access additional information regarding any listed industry including but not limited to industry profiles and industry leading companies.

(In one embodiment, the system is linked to a third party database capable of providing such information. In another embodiment, client server database contains and is capable of providing such information.)

In one method user chooses a listing (e.g. by clicking or right clicking on it) and is led to further information including but not limited to industry profiles. User moves back and forth between the list and the client server or third party database information until finished with the research and selection process.

Step 13-B. Or, in another method, the user can select any listing (e.g. by clicking and/or left clicking on it) for inclusion in a list of industries that will subsequently be broken out by specific company members in Step 15.

When user is finished with the research and selection process, system proceeds to Step 14.

STEP 14. System consults client server database, identifies companies within industries selected. System proceeds to Step 15.

STEP 15. The system produces **Screen 19** consisting of information including but not limited to a list of specific companies, grouped by industry, that represent a logical employment fit and prospect for the user's profile and job search, including but not limited to location, web addresses and phone number.

System proceeds to Step 16.

STEP 16. System automatically saves list from Step 15 to a file stored on client server under the user's ID. User is prompted to manually save list to their computer, a floppy disc or other storage device/instrument/medium including but not limited to CD-ROM.
System proceeds to Step 17.

STEP 17. From **Screen 19**, user is asked to select those companies (or whole industries) to be included in a mail merge database file. User is also offered the option of sorting companies by various criteria including but not limited to geography (e.g. city, state, zip or area code), industry rank (e.g. *Fortune* 500, *Fortune* 1000, *INC.* 500, Top Twenty, Most Admired, and/or other company ranking methodology.) See **Screen 20**.

STEP 17A. Right clicking on a company listing automatically includes it in a preliminary database.

STEP 17B. Left clicking automatically leads the user to additional information about that company including but not limited to a company description, location/address, annual report, SEC information, etc.

(In one embodiment, the system is linked to a third party database capable of providing such information. In another embodiment, client server database contains and is capable of providing such information.)

System proceeds to Step 18.

STEP 18. System consults client server database, identifies companies and calculates cost then proceeds to Step 19.

STEP 19-A. User is presented with a price quote for their approval. Upon user approval, system proceeds to Step 20.

STEP 19-B. If user does not approve (e.g. cost is too high, sorting limitations result in too few companies listed, etc.) user has the option to return to previous screen and modify selection. If user selects this option **Screens 19 and 20** re-appear for user modification. When modifications are complete, system repeats Step 19 and user is subsequently presented with a price quote as in Step 19-A.

Upon approval of new price quote, system proceeds to Step 20.

STEP 20. Payment authorization & approval process occurs. Upon payment approval, system proceeds to STEP 21.

STEP 21. System consults client server database and produces **Screen 21** consisting of the industry member companies selected, grouped by industry and sorting criteria, complete with company headquarters/division telephone number, mailing and web addresses.

System proceeds to Step 22.

STEP 22. System automatically saves list to a file stored on client server under the user's ID. User is prompted to manually save this original list to their computer, a floppy disc or other storage device/instrument/medium including but not limited to CD-ROM.

System proceeds to Step 23.

Step 23. User is presented with the choice to end the process or continue and view additional information such as company specific job postings.

In one embodiment, system is linked to third parties including but not limited to electronic job boards and company web sites such that the system also retrieves posted positions relevant to the user's stated profile and preferences, industry and company selections.

In another embodiment, the user has the option to dialogue with others who have considered and made transitions to other industries. Such dialogue can be achieved through means that include but are not limited to: chat rooms, email, news groups, Usenet, live broadcast, testimonials, among others.

Step 23-A. If user elects to end the process, the system proceeds to Step 26.

Step 23-B. If the user elects to continue, the system proceeds to Step 24.

STEP 24. System consults client server database, retrieves information and produces **Screen 22** which may include links to and/or job postings and/or user proceeds to a separate screen that contains but is not limited to matching job postings. In another embodiment, Screen 22 may include links to dialogue venues such as chat groups, Usenet, listserv, etc.

System proceeds to Step 25.

STEP 25. System automatically saves information from Step 24/Screen 22 to system server under user ID. User is prompted to manually save list to their computer, a floppy disc or other storage device/instrument/medium including but not limited to CD-ROM.
System proceeds to Step 26.

Step 26. User is presented with the choice to end the process or continue and purchase additional information regarding company and function specific hiring manager contacts.

Step 26-A. If they elect to end the process, the system proceeds to Step 34.

Step 26-B. If the user elects to continue, the system proceeds to Step 27.

STEP 27. Screen 22 is again presented and the user selects those companies (or whole industries) to be included in the research for a company and function specific hiring manager contact.

STEP 27-A. Right clicking on a company listing automatically includes it in the list.

STEP 27-B. Left clicking automatically leads the user to additional information about that company including but not limited to a company description, location/address, an annual report, SEC information, etc.

(In one embodiment, the system is linked to a third party database capable of providing such information. In another embodiment, client server database contains and is capable of providing such information.)

System proceeds to Step 28.

STEP 28. System consults client server database and produces **Screen 23**, interface for a database consisting of selected companies complete with information including but not limited to company and function specific contacts relevant to, and in a position to make hiring decisions for, the user's specified job function as well as company headquarters/division telephone number, mailing and web addresses, organized in a manner that includes but is not limited to preferences, sorting criteria, etc.

STEP 29. User has the option to end the process at this point in which case the system's end product includes but is not limited to the database of companies, (organized in a manner that includes but is not limited to: preferences, sorting criteria, industry, etc.) that represent logical job search targets and employment prospects for the user's profile, complete with information including but not limited to company/industry job postings, job function specific contacts, company mailing, web addresses and appropriate telephone numbers.

STEP 29-A. If user elects to end the process, the system proceeds to Step 34.

STEP 29-B. User also has the option to continue the process and purchase additional information. If user elects to continue, system proceeds to Step 30.

STEP 30. Where a job function company specific contact was not available from the client server (or third party) database, user has the option to:

STEP 30-A. Research the contact themselves. If user selects this option, user proceeds to STEP 34.

STEP 30-B. Pay to have the relevant contact researched and identified. If user selects this option, user is given information regarding the research process and instructed that results will be delivered electronically, within a specified time period, and in a format that can be added to the database file. User is instructed to select relevant companies from Screen 23's company listings.

System proceeds to Step 31.

STEP 31-A. System calculates cost to research contacts for selected companies and produces a price quote. Upon user approval, system proceeds to STEP 32.

STEP 31-B. If user does not approve, user has the option to return to Step 30-B to modify selection. When modifications are complete, system proceeds to and repeats Step 31-A and user is subsequently presented with a modified price quote. Upon approval of new price quote, system proceeds to Step 32.

STEP 32. System processes payment authorization and, upon approval, proceeds to STEP 33.

STEP 33. System sends information to client server. Client server processes selections dispatching them for further research.

(In one embodiment, the system is linked to third parties, electronic and non-electronic, that provide such research. Potential third party research companies include but are not limited to: electronic publishers, Dialog, Dow Jones Factiva, FIND SVP, specialized research firms, etc.)

System proceeds to Step 34.

STEP 34. System presents user with the option to purchase a mailing list of relevant recruiters and electronic job and resume boards based upon previously input experience profile, industry and company selections.

(In one embodiment, the system is linked to third party database(s) capable of providing, among other information, (electronic and non-electronic) mailing lists of recruiters, search firms, job and resume posting sites, indexed in a manner that includes but is not limited to functional and industry specialization. In another embodiment, the system's client server database contains and is capable of providing such information.)

STEP 34-A. If user selects this option, the system proceeds to STEP 35.

STEP 34-B. If user does not select this option, user proceeds to STEP 37.

STEP 35-A. System consults client server, retrieves relevant data, calculates cost and produces an output screen with a price quote for user approval. If user approves, system proceeds to STEP 36.

STEP 35-B. If user does not approve, user is presented with **Screen 24** enabling them to modify output by limiting selected specializations, level, geography, etc. When finished, Step 35A re-occurs producing modified price quote.

Upon user approval, system proceeds to Step 36.

STEP 36. Payment authorization and approval takes place. Upon approval, system proceeds to Step 37.

STEP 37. System produces **Screen 25** consisting of a list of all selected companies with information including but not limited to appropriate job function contacts, mailing, web addresses and telephone numbers and organized in a manner that includes but is not limited to industry and selected sorting criteria. If previously purchased/selected **Screen 25** also includes relevant job postings, recruiters, job & resume boards complete with information including but not limited to appropriate contact, mailing, web addresses and telephone numbers.

System proceeds to Step 38.

STEP 38. System automatically saves list to a file stored on client server under the user's ID. User is prompted to manually save and down-load final list/database in mail-merge-able database file to their computer, a floppy disc or other on- or off-line storage medium/device including but not limited to CD-ROM.

System proceeds to Step 39.

STEP 39. System informs user that they have completed the Right Options process (**Screen 26.**) System proceeds to Step 40 and Post Process Feedback.

STEP 40. Immediate Post Process Feedback

System presents **Screen 49** asking for information including but not limited to:

Problems and or frustrations encountered by the user during the process;

Perceived helpfulness and value of the process and its end products;

What the user thinks the system sh/could do better?

What they think the system sh/could do differently?

The user's job search wish list;

OTHER.

System proceeds to Step 41.

STEP 41. Short-Term Post Process Feedback

System presents **Screen 50** asking for permission to follow-up by email and telephone in several months for the purpose of ascertaining information including but not limited to:

Perceived longer term helpfulness and value of the process and its end products;

Where the user ultimately went?

How successful was the transition?

What do the user wishes they had known before embarking on the process?

What would the user do differently next time?

What the user thinks the system sh/could do differently?

What sh/could the system have done better?

The user's job search wish list;

OTHER.

STEP 42. The user has completed the system's process at this point.

The system's end-product includes but is not limited to a comprehensive database/mail merge file containing but not limited to the mailing/web addresses, telephone numbers and job function specific contacts for companies and recruiters, job and resume boards that represent logically appropriate targets for the user's job search.

The system's full service final product includes but is not limited to an analysis of transferability of the user's professional profile to industries other than their own as well as a database of all information necessary to execute a comprehensive job search and mailing, customized to the user's profile and specifications and targeted to those industries and companies most likely to offer optimal employment prospects and receptivity.

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APPENDIX B:

SYSTEM PROCESS FLOW FOR EMPLOYERS/RECRUITERS

STEP 1. Welcome & Introduction to Site/System (**Screen 1**)

STEP 2. Overview of Process & Methodology (**Screen 2**)

STEP 3. Illustration/Tutorial (**Screen 3**)

STEP 4. User Registration & Initial Payment Process (**Screen 4**)

(User inputs contact information including but not limited to: name, company address, telephone, and email. User inputs credit card information and chooses username & password. Payment not yet authorized.)

STEP 5. Screens 27 - 34 are presented.

User inputs requested information for the position being filled including but not limited to: Job Function Type, Level of Function, Name of Employer, Name of Division (if applicable,) Enterprise Type, Industry Type, Company Size (revenue/sales,) Number of Years of Experience Required, Compensation. (If user cannot find an exact match within any menu supplied, user is instructed to select closest match.)

STEP 5-A. In one embodiment system is linked to client server and/or third party database capable of providing information including but not limited to: industry and company information and profiles, mailing & web addresses, function specific contacts and other relevant data. If client server database/system recognizes company/division name, then information including but not limited to enterprise type, industry classification, company/division size, function/company specific contacts, mailing and web addresses are automatically generated for the user.

STEP 5-B. If system does not recognize entry (including but not limited to in the event the system is NOT linked to an information provider [the system's own or a third party's,] user completes all requested information to the best of their ability. (If user cannot find an exact match within any menu supplied, user is instructed to select closest match.)

Upon completion, System proceeds to STEP 6.

STEP 6. System presents **Screens 35 - 40** requesting information regarding user/hiring preferences including but not limited to: Industry, Job function Type, Career Track and Skill Sets.

Upon completion, system proceeds to STEP 7.

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STEP 7. System processes payment & payment approval process takes place.

Upon payment approval, system proceeds to STEP 8.

STEP 8. System consults client server database and processes input data from STEPS 5 – 6. System proceeds to STEP 9.

STEP 9. System produces **Screen 41** consisting of a list of industries where the user is likely to find candidate prospects with the experience and skill sets specified. Each industry listing is accompanied by a 0, 1, 2 or 3 transferability rating indicating least (0) to greatest (3) transfer potential. If user specifies an industry preference, the industry and its rating are highlighted in the chart. To see an explanation of the reasons for or against transferability for a specific industry, the user clicks on the industry name/rating and **Screen 42** appears outlining the reasons for the transferability rating. A multi-page analysis of transferability across industries is available to the user. To access this the user chooses all or some of the industries listed and the system produces **Screen 43**.

System proceeds to STEP 10.

STEP 10. System automatically saves this list to a file stored on client server under the User's ID. User is prompted to manually save list to their computer, a floppy disc or other storage device/instrument/medium including but not limited to CD-ROM.) System proceeds to STEP 11.

STEP 11-A. User has the option to end the process at this point. In that case, the system's end product includes but is not limited to the chart identifying industries where the user is likely to find candidates with the experience and skills sought for the position being filled. If the user opts to end the process, the system proceeds to Step 48.

STEP 11-B. User also has the option to continue the process and purchase additional information and services. If user elects to continue, user proceeds to STEP 12.

STEP 12. **Screen 41** is presented again. User is instructed to select the most desirable (can be any number from none to all) of the industry options listed.

Step 12-A In one method, the user can select any listing (e.g. by clicking and/or left clicking on it.) This includes it in a list of industries that will be subsequently broken out by member companies. (See Step 16 below.) In one embodiment selected industries will be broken out by (including but not limited to) specific member companies and company locations, as well as industry/function-related resume posting and job matching services, relevant directories, publications, classified advertising venues, and trade shows. (See Step 16 below.)

Step 12-B. Or, in another method, user is given the option to access additional information regarding any listed industry not familiar to them including but not limited to industry profiles, a sample of industry leading companies, among other things. In such a method, the user chooses a listing (e.g. by clicking or right clicking on it) and is lead to further information. (In one embodiment, the system is linked to a third party database capable of providing such information. In another embodiment, the system's client server database contains and is capable

of providing such information.) User moves back and forth between the list and the client server or third party database information until finished with the research and selection process.

When user is finished with the research and selection process, system proceeds to STEP 13.

STEP 13. User is presented with **Screen 44** offering the user the option of sorting output in various ways, including but not limited to: enterprise type, size, geography (e.g. city, state, zip or area code,) and industry rank (including but not limited to *Fortune* 500, *Fortune* 1000, *INC.* 500, Top Twenty, Most Admired, or other company ranking methodology.)

STEP 14. System consults client server database for information regarding selections made, calculates cost and proceeds to Step 15.

STEP 15-A. User is presented with a price quote for their approval. Upon user approval, system proceeds to Step 16.

STEP 15-B. If user does not approve (e.g. cost is too high) user has the option to return to previous screen and de-select listings thus reducing cost. If user selects this option **Screens 41 and 44** reappear for user modification. When modifications are complete, system repeats Steps 14 and 15.

Upon approval of new price quote, system proceeds to Step 16.

STEP 16. The system consults client server database and consequently produces **Screen 45** consisting of information including but not limited to a list of industry member companies grouped by industry, preferences and location that represent logical search targets where appropriately experienced candidates may be found.

In one embodiment, the system also provides (but is not limited to providing) listings of relevant directories, local and regional newspapers/periodicals as well as relevant trade publications along with their classified advertising rates, classified and web address contact information. Also listed are the internet resume and job posting boards pertaining to the function and industries selected as well as relevant job fairs, conferences, on- & off-line forums, and trade shows, among other things, where candidates may be found.

In another embodiment, the system is linked to relevant job and resume posting boards and retrieves all resumes appropriate to the function/industry specifications for the user's consideration.)

In another embodiment, the system is linked to an information database (such as Dow Jones News Retrieval, Knight Ridder, Thompson, Hoovers, etc.) and automatically performs a literature search that can include but is not limited to Boolean, phrase and contextual queries of such database, for purposes that include but are not limited to retrieving all information matches found for (including but not limited to): 1) executives with the function, title, industry and companies listed; and 2) press releases and news articles relevant to the industries, functions, titles, and companies selected.)

STEP 17. System automatically saves file on client server under the user's ID. User is also prompted to manually save file to their computer, a floppy disc or other storage device/instrument/medium on- and/or off-line including but not limited to CD-ROM.

STEP 18-A. User can elect to end process here in which case the system's end-product includes but is not limited to the above mentioned information from **Screen 45** which will include but is not limited to a list of specific companies, their locations and web addresses, function and industry relevant job and resume posting boards, directories, classified advertising venues, relevant publications, job fairs, trade shows, on- & off-line forums, relevant company/industry/executive news, grouped by preferences and specifications.

If the user opts to end the process, the information process ends and the system proceeds to Step.

STEP 18-B. User can also elect to gain additional information in which case user proceeds to STEP 19.

STEP 19. In one embodiment, the user has the option to dialogue with other companies who have considered and done hiring from specified industries/functional areas outside of their own for purposes such as experience sharing, ascertaining benefits, pitfalls, methodologies, resources and guidance. Such dialogue can be achieved through means that include but are not limited to: chat rooms, email, news groups, Usenet, live broadcast, testimonials, among others. If user elects this option, a new screen will be presented detailing the process from there and user proceeds to that to-be-determined Step and Screen.)

STEP 20. User is presented again with Screen 45 and offered the option of consulting the system for available function specific contacts within selected industries/companies. User selects companies/industries. System proceeds to Step 21.

STEP 21. System consults client server database for information regarding selections made, calculates cost and proceeds to Step 22.

STEP 22-A. User is presented with a price quote for their approval. Upon user approval, system proceeds to Step 23.

STEP 22-B. If user does not approve (e.g. cost is too high) user has the option to return to previous screen and de-select listings thus reducing cost. If user selects this option **Screen 45** re-appears for user modification. When modifications are complete, system repeats Steps 21 and 22-A.

Upon approval of new price quote, system proceeds to Step 23.

STEP 23. The system consults client server database and consequently produces **Screen 46** consisting of information including but not limited to a list of industry member companies, complete with function specific contacts, grouped by industry, preferences and location.

STEP 24-A. User can elect to end process here in which case the system's end-product includes but is not limited to the above mentioned information from **Screen 46** including but not limited to a list of specific companies, their locations and web addresses, function specific contacts, function and industry relevant job and resume posting boards, directories, classified advertising venues, relevant publications, job fairs, trade shows, on- & off-line forums, relevant company/industry/executive news groups, organized according to preferences and specifications.

If the user opts to end the process, the information process ends and the system proceeds to Step 32.

STEP 24-B. User can also elect to gain additional information in which case user proceeds to STEP 25.

STEP 25. Where a company's job function specific contacts were not available from the client server (or third party) database, user has the option to:

1. Research the contact themselves; or
2. Pay for research and identification of the relevant contacts

STEP 25-A. If user selects option 1, system proceeds to STEP 28.

STEP 25-B. If user selects option 2, user is presented again with Screen 46 and instructed to select research targets. System proceeds to STEP 26.

STEP 26-A. System calculates cost to research contacts for selected companies and produces a price quote. Upon user approval, system proceeds to STEP 27.

STEP 26-B. If user does not approve, user has the option to return to Step 25-B to de-select some or all options. When modifications are complete, system proceeds to and repeats Step 26-A and user is subsequently presented with a new price quote. Upon approval of new price quote, system proceeds to Step 27.

STEP 27. System processes payment authorization & approval and proceeds to STEP 28.

STEP 28. User is given the option to purchase a list of relevant retained and contingency recruiters for selected industries and functional areas.

STEP 28-A. If user selects this option, system proceeds to STEP 29. (In one embodiment, the system is linked to third party database(s) capable of providing, among other information, lists of relevant search firm recruiters indexed in a manner that includes but is not limited to functional and industry specialization. In another embodiment, the system's client server database contains and is capable of providing such information.)

STEP 28-B. If user does not select this option, the system proceeds to STEP 32.

STEP 29-A. System consults client server, retrieves relevant data, calculates cost and produces a price quote for user approval. If user approves, system proceeds to STEP 30.

STEP 29-B. If user does not approve, user has the option to return to previous screen to de-select some or all options. When modifications are complete, and user approves price quote, system proceeds to Step 30.

STEP 30. Payment authorization and approval takes place. Upon approval, system proceeds to Step 31.

STEP 31. System produces **Screen 47** consisting of a list of all relevant recruiters with information including but not limited to appropriate contact, mailing, web addresses and telephone numbers. System proceeds to Step 32.

STEP 32. System automatically saves list to a file stored on client server under the user's ID. User is prompted to manually save and down-load final list/database in mail-merge-able database file format to their computer, a floppy disc or other storage medium/device including but not limited to CD-ROM. System proceeds to Step 33.

STEP 33. Screen 48 is presented congratulating the user for completing the process.

STEP 34. Immediate Post Process Feedback

System presents **Screen 49** asking for information including but not limited to:

Problems and or frustrations encountered during the process;

Perceived helpfulness and value of the process, system capabilities and products;

What sh/could the system do better?

What they think the system sh/could do differently?

Their wish list;

OTHER.

System proceeds to Step 34.

STEP 35. Longer-Term Post Process Feedback

System presents **Screen 50** asking for permission to follow-up by email and telephone for the purpose of

ascertaining information including but not limited to:

Perceived helpfulness and value of the process, system capabilities and products;

What was the end result?

How successful was the end-result?

What do they wish they'd known before?

What would they do differently next time?

What they think the system sh/could do differently?

What sh/could be done better by the system?

Their wish list;

OTHER.

STEP 36. The user has completed the system's process at this point.

The system's end-product includes but is not limited to a comprehensive database/mail merge file containing but not limited to the mailing/web addresses, telephone numbers and job function specific contacts for all companies and recruiters, job and resume boards that represent logically appropriate targets for the user's executive search.

The system's full service final product includes but is not limited to a database of all information necessary to execute a comprehensive executive search and/or mailing, customized to the user's position profile and specifications and targeted to those industries and companies most likely to provide optimal candidates and receptivity.

APPENDIX C

SCREEN 1

Welcome and Introduction to Site

SCREEN 2

Introduction to, and Overview of, Process and Methodology

SCREEN 3

Illustration and Tutorial

SCREEN 4

User Registration & Payment Initialization Process.

(User inputs contact and payment information. User is issued ID and
selects password.)

(Job Seeker) SCREEN 5

Please Describe Your Most Recent or Current Employer/Company:

Name of Employer/Company: _____

Name of Division (if applicable): _____

Location(City/State): _____

Select Only One Option from the Following:

- Fortune 100 (Public or Private): Yes/No
- Fortune 500 (Public or Private): Yes / No
- Fortune 1,000 (Public or Private): Yes / No
- None of the Above:___

Corporate Annual Sales/Revenues:

Division Annual Sales/Revenues (if applicable):_____

(OTHER)

Select from the following that which best describes the enterprise for which you work:

- Public Commercial Enterprise
- Private Commercial Enterprise (Established)
- Private Commercial Enterprise (Start-Up/Pre-IPO)
- Non-Profit Enterprise
- Government Enterprise

OTHER

(Job Seeker) SCREEN 6

Select from the following that which best describes the industry your company operates within: (The following list is for illustration purposes only. It is not comprehensive.)

- Advertising
- Airlines
- Broadcasting
- Cable
- Car Rental
- Computers
- Computer Peripherals
- Consulting
- Consumer Durables
- Consumer Package Goods
- Electronics
- Entertainment
- Equipment Rental
- Fast Food/Quick Serve Restaurants
- Financial Services
- Healthcare
- Hospitality
- Industrial Manufacturing
- Insurance
- Investment Banking
- Office Products
- Pharmaceuticals
- Publishing
- Retail
- Shipping & Transportation
- Software
- Telecommunications
- Toys
- Wholesaler

OTHER

Government

Military

Academic

Scientific

OTHER

(Job Seeker) SCREEN 7

For your current/most recent position, select the area of responsibility that best describes your primary function: (The following list is non-comprehensive and is provided for illustration purposes only.)

- General Management
- Operations
- Manufacturing
- Marketing
- Product Marketing/Management
- Field/Regional Marketing Management
- Marketing Research
- Public Relations
- Advertising
- Sales
- Sales Management
- Sales Support
- Finance
- Strategic Planning
- Corporate Development
- Research & Development
- Engineering
- Human Resources
- Legal Affairs
- Management Information Systems
- Engineering

OTHER

- Government
- Military
- Academic
- Scientific

OTHER

Enter the number of months/years you have held this position:

Years:_____ Months:_____

Please select all that apply from the following which best describe(s) the geographic responsibility of the position:

Global:Y/N; International:Y/N; National:Y/N; Regional:Y/N; Local:Y/N;

OTHER: Y/N

(Job Seeker) SCREEN 8

Please select from the following that which best characterizes the market in which your function operates:

~~Business-to-Consumer~~ (e.g. Your company/division's end-product or service is ultimately purchased by/sold to a consumer end-user.): Yes/No

Business-to-Business (e.g. Your company/division's end-product or service is ultimately purchased by/sold to a business/corporate end-user.): Yes/No

Business-to-Business-to-Consumer (e.g. Your company's end-product is ultimately purchased by a consumer but not directly.): Yes/No

Business-to-Government: Yes/No

Business-to-Military: Yes/No

If your market is primarily Business-to-Business, is the end-user usually:

- home or small business with annual revenues less than \$10 million
- small business with annual revenues less than \$50 million
- medium size business with annual revenues less than \$500 million
- large corporate business with annual revenues less than \$1 billion
- Fortune 1000 company (public or private)
- Fortune 500 company (public or private)
- Fortune 100 company (public or private)
- Non-Profit/Not for Profit organization

OTHER

(Job Seeker) SCREEN 9

For your current/most recent position, select from the following that which best describes your position's level of responsibility within your company's corporate hierarchy:

- Board of Directors
- Chairman
- Vice Chairman
- CEO (Corporate)
- COO (Corporate)
- Chief Functional Officer (Corporate) (Reports to Corporate CE/CO or Chairman)
- Direct Report to Chief Functional Officer (Corporate)
- CEO (Division)
- COO (Division)
- Division President
- General Manager (Division, Plant, SBU)
- Chief Functional Officer (Division) (Reports to Division: CE/CO, President or General Manager)
- Direct Report to Chief Functional Officer (Division)
- Middle Management (2 - 3 levels below Corporate or Division Chief Functional Officer)
- Second Line Management (Corporate or Division) (1 - 2 levels above entry level/first line management)
- Entry Level

OTHER

Are you a Corporate Officer? Yes/No

Government/Military: For your current position, please select from the following, and from subsequent pull-down menus, that which best describes your position's level within the appropriate hierarchy:

- GS Level
- SES Level
- CS Level
- Military Rank

OTHER

Are you an Officer? Yes/No

[illegible]

- **Board of Directors**
- **Chairman**
- **Vice Chairman**
- **CEO (Corporate)**
- **COO (Corporate)**
- **Chief Functional Officer (Corporate) (Reports to Corporate CE/OO or Chairman)**
- **Direct Report to Chief Functional Officer (Corporate)**
- **CEO (Division)**
- **COO (Division)**
- **Division President**
- **General Manager (Division, Plant, SBU)**
- **Chief Functional Officer (Division) (Reports to Division: CE/OO, President or General Manager)**
- **Direct Report to Chief Functional Officer (Division)**
- **Middle Management (2 - 3 levels below Corporate or Division Chief Functional Officer)**
- **Second Line Management (Corporate or Division) (1 - 2 levels above entry level/first line management)**
- **Entry Level**

Government/Military: Please select from the following, and from subsequent pull-down menus, that which best describes the level your position reports (or reported) to within the appropriate hierarchy:

- (OTHER)

(Job Seeker) SCREEN 11

Please select from the following functions those which best describe the functional areas of responsibility reporting to your position:

(The following examples illustrate the areas customarily reporting into and comprising General Management and Marketing Management. These examples are intended for illustration purposes and are non-comprehensive.)

General Management:

- Marketing
- Sales
- Finance
- Manufacturing
- Operations
- Human Resources
- Legal
- Management Information Systems

Show Me More Options

Marketing Management:

- Brand Management
- Marketing/Brand Strategy
- Product Management
- New Product Development
- Business Development
- Consumer Promotion
- Trade Promotion
- Marketing Research
- Adverttising
- Public Relations
- Marketing Communications

Show Me More Options

Enter Number of Total Staff: _____

Enter Total Number of Direct Reports: _____

(Job Seeker)

SCREEN 12

Compensation

Enter Total Base Salary: _____

Enter Total Cash Compensation: _____

Options? Yes/No

Do options and/or stock constitute a significant amount of your compensation? Yes/No

Other Long-Term Incentive Compensation? Yes/No

Does other long-term compensation constitute a significant portion of your compensation? Yes/No

Show Me More Options

(Job Seeker)

SCREEN 13

Please select preferences from the following pull down menus. (The following list is provided for illustration purposes only. It is non-comprehensive.)

Select your functional area of preference:

- General Management
- Operations
- Manufacturing
- Marketing
- Product Marketing/Management
- Field/Regional Marketing Management
- Marketing Research
- Public Relations
- Advertising
- Sales
- Sales Management
- Sales Support
- Finance
- Strategic Planning
- Corporate Development
- Research & Development
- Engineering
- Human Resources
- Legal Affairs
- Management Information Systems

(OTHER)

Show Me More Options

(Job Seeker) SCREEN 14

Please select preferences from the following pull down menus.

Select level of responsibility preference:

- Board of Directors
- Chairman
- Vice Chairman
- CEO (Corporate)
- COO (Corporate)
- Chief Functional Officer (Corporate) (Reports to Corporate CE/OO or Chairman)
- Direct Report to Chief Functional Officer (Corporate)
- CEO (Division)
- COO (Division)
- Division President
- General Manager (Division, Plant, SBU)
- Chief Functional Officer (Division) (Reports to Division: CE/OO, President or General Manager)
- Direct Report to Chief Functional Officer (Division)
- Middle Management (2 - 3 levels below Corporate or Division Chief Functional Officer)
- Second Line Management (Corporate or Division) (1 - 2 levels above entry level/first line management)
- Entry Level

(OTHER)

Government/Military: From the following, and from subsequent pull-down menus, select that which best describes your hierarchical/level preferences:

- GS Level
- SES Level
- CS Level
- Military Rank

(OTHER)

Show Me More Options

(Job Seeker) SCREEN 15

Please select preferences from the following pull down menus.

Select industry preferences: (The following list is provided for illustration purposes only. It is not comprehensive.)

- Advertising
- Airlines
- Broadcasting
- Cable
- Car Rental
- Computers
- Computer Peripherals
- Consulting
- Consumer Durables
- Consumer Package Goods
- Electronics
- Entertainment
- Equipment Rental
- Fast Food/Quick Serve Restaurants
- Financial Services
- Healthcare
- Hospitality
- Industrial Manufacturing
- Insurance
- Investment Banking
- Office Products
- Pharmaceuticals
- Publishing
- Retail
- Shipping & Transportation
- Software
- Telecommunications
- Toys
- Wholesaler

(OTHER)

- Government
- Military
- Academic
- Scientific

(OTHER)

Show Me More Options

(Job Seeker)

SCREEN 16

(The chart below illustrates transferability ratings for the marketing function across multiple industries. The job seeker would be instructed to read the chart as follows.)

How to Read the Industry Transferability Chart for Your Profile:

1) Identify your current or the relevant industry on the chart's vertical axis.

2) Read across the industry's row horizontally. At each intersection point a transferability rating (from 0 to 3) is given indicating the degree to which your experience is transferable to that industry. A zero (0) rating indicates little to no transfer potential. A three (3) rating indicates greatest and best transfer potential. Transfer potential is rated according to the degree to which the skills and variables employed by the function in each industry are similar.

3) Clicking on a given rating will produce an analysis (Screen 17) explaining the reasons for the transferability rating listed for that industry.

4) A multi-page analysis for all or multiple specified transferability ratings is available by clicking on the given ratings in which you have an interest (Screen 18.) Select all that are to be included in the multi-page report by clicking on the given rating while holding down the control key, then select FINISH.

(Screen 16 & above-mentioned chart continued below.)

(Job Seeker)
SCREEN 17

(Example of a transferability rating explanation for a user's experience profile relative to a specified industry.)

Function: Marketing

Transfer From: Consumer Package Goods

Prospective Industry Transfer To: Consumer Durable Products

Transferability Rating: 3

Rating Explanation: Marketers with classical consumer package goods experience have historically enjoyed much success in transferring to the Consumer Durable Products sector. Previously driven by sales and new product development engineering, the sector has become increasingly more competitive and sophisticated. As a result, Consumer Package Goods marketers have been actively sought by the Consumer Durable Products sector for their disciplined and strategic approach to marketing and because the two industries have much in common including similar/same channels of distribution and a manufacturing base.

Consumer Durables marketers enjoy the same degree of line profit and loss responsibility for the products they manage and exercise as much control over all aspects of the marketing mix as their Consumer Package Goods counterparts. The Consumer Durable Products industry offers marketers the same prospects to general management as does Consumer Package Goods.

~~Consumer Durables companies tend to be more entrepreneurial and fast paced than most Consumer Package Goods environments and offer the added benefit of working more closely with, thus gaining more exposure to, R&D/New Product Development, Sales and the Trade.~~

Compensation in the Consumer Durable Products industry is comparable to that offered to marketers in the Consumer Package Goods sector.

(Job Seeker)

SCREEN 18

Multi-page explanation of all or selected industry transferability ratings given for the user's profile and preferences. The multi-page report includes a collection of analyses like that presented in Screen 17 for each industry selected.

0988293 06464
T09T90"2628860

(Job Seeker) Screen 19

The following are lists of industries/segments and industry specific companies to which your experience profile logically transfers. Selecting a listing from the industry/segment menu will produce a list of corresponding companies for that segment/industry. Right clicking on a company or industry listing includes that company/industry's member companies in a preliminary database. Left clicking on a listing refers you to additional information about that industry or company.

Industries/Segments

Consumer Products -
Durables

Consumer Products - Non-
Durables

Computer Hardware - (Con-
sumer)

Computer Software - Con-
sumer

Drugs

Financial Services

Food, Beverage & Tobacco

Media

Telecommunications

(scroll down to continue)

Click here to see a list of
potential sorting options.

Enterprises/Companies

Apple Computer
Anytown, XY
888-888-8888
www.apple.com

Compaq Computer
Anytown, XY
812-888-8888
www.compaq.com

Dell Computer
Anytown, XY
912-888-8888
www.dell.com

Gateway
Anytown, XY
233-444-4444
www.gateway.com

Hewlett-Packard
Anytown, XY
112-888-8888
www.hp.com

International Business Machines
Anytown, XY
412-888-8888
www.ibm.com
(scroll down to continue)

(Job Seeker) SCREEN 20

Please select preferences from the following pull down menus:

Select enterprise type preferences:

Public Commercial (Established)

Private Commercial (Established)

Private Commercial (Pre-IPO/Start-up)

Non-Profit

Government

(OTHER)

Select Market Type:

Business to Consumer

Business to Business

Select geographic preferences:

Country:_____

Region(s) within Country:_____

State(s)/Province(s):_____

City/Cities:_____

County (if applicable):_____

Area Code(s):_____

Zip Code(s):_____

(OTHER)

Select Sorting Criteria to Apply to Company Listings (optional):

Fortune 100

Fortune 500

Fortune 1,000

INC. 500

Location

Most Admired

(OTHER)

(Job Seeker)

Screen 21

The following are lists of industries/segments and industry specific companies, in sorted order, to which your experience profile logically transfers. Selecting any listing from the industry/sector menu in the left hand column will produce a list of corresponding companies for that industry/sector in the right hand column. Right clicking on a company or industry listing includes that company or industry's member companies in a database. Left clicking refers you to additional information about that industry/company.

Industry/Segments:

Consumer Products -
Durables

Consumer Products - Non-
Durables

Computer Hardware - (Con-
sumer)

Computer Software - Con-
sumer

Drugs

Financial Services

Food, Beverage & Tobacco

Media

Telecommunications

(scroll down to continue)

Enterprises/Companies:

International Business Machines
1234 Main Street
Anytown, XY 12222
412-888-8888
www.ibm.com
F100 #6

Hewlett-Packard
56 Hewlett-Packard Tower
Anytown, XY 12222
112-888-8888
www.hp.com
F100 #13

Compaq Computer
789 Compaq Place
Anytown, XY 12222
812-888-8888
www.compaq.com
F100 #20

Dell Computer
101 Dell Avenue
Anytown, XY 12222
912-888-8888
www.dell.com
F100 #56
(scroll down to continue)

(Job Seeker) Screen 22

The following lists, in sorted order, industries/segments and their respective companies to which your profile logically transfers. Selecting a listing from the industry/segment menu will produce a list of corresponding companies for that segment/industry. Right clicking on a listing adds it to a database. Left clicking refers you to further information.

Industry/Segment:

Consumer Products -
Durables
Consumer Products -
Non-Durables
Computer Products -
Consumer
Computer Software -
Consumer
Drugs
Financial Services
(scroll down to continue)

Enterprises/Companies:

International Business Machines
1234 Main Street
Anytown, XY 12222
412-888-8888
www.ibm.com
F100 #6
Hewlett-Packard
56 Hewlett-Packard Tower
Anytown, XY 12222
112-888-8888
www.hp.com
F100 #13
Compaq Computer
789 Compaq Place
Anytown, XY 12222
812-888-8888
www.compaq.com
F100 #20
(scroll down to continue)

The following are links to electronic recruiter/job boards and company website job postings relevant to your profile, industry and company selections:

Job Listings:

www.ibm.com.usa/marketing/employment.htm

www.hp.com/employment/vpmarketing.htm

www.apple.com/usa/employment.htm

www.compaq.com/marketing/srdir.htm

www.monster.com/marketing/vp/usa/gateway.htm

www.futurestep.com/marketing/svp.htm

(scroll down to continue)

[Click here if you wish to dialog with others who have made similar industry transfers.](#)

(Job Seeker) Screen 23

The following lists industries/segments and industry member companies to which your profile logically transfers as well as relevant, function specific, company contacts. (The following list is provided for illustration purposes. It is not intended to be comprehensive.)

Industry/Segment:

Consumer Products
- Durables
Consumer Products
- Non-Durables
Computer Products
- Consumer
Computer Software
- Consumer
Drugs
Financial Services
Food, Beverage &
Tobacco
Media
(scroll down to continue)

Enterprises/Companies:

International Business Machines
John F. Smith
SVP, Marketing
1234 Main Street
Anytown, XY 12222
412-888-8888
www.ibm.com
F100 #6

Hewlett-Packard
Paul R. Smythe
EVP, Marketing
56 Hewlett-Packard Tower
Anytown, XY 12222
112-888-8888
www.hp.com
F100 #13
(scroll down to continue)

The following are links to electronic recruiter and company website job postings relevant to your profile, industry and company selections:

Job Listings:

www.ibm.com.usa/marketing/employment.htm
www.hp.com/employment/vpmarketing.htm
www.apple.com/usa/employment.htm
www.compaq.com/marketing/srdir.htm
www.monster.com/marketing/vp/usa/gateway.htm
www.futurestep.com/marketing/svp.htm
www.headhunter.net/marketing/us.htm
(scroll down to continue)

[Click here if you wish to dialog with others who have made similar industry transfers.](#)

(Job Seeker)
Screen 24

Please select from the following options for the recruiters you wish to include in your database. Use the control key to select multiple criteria.

Industry Specialization

Advertising
Airlines
Broadcast
Cable
Car Rental
Computers
Computer Peripherals
Consulting
Consumer Durables
(scroll down to continue)

Functional Specialization

General Management
Operations
Manufacturing
Marketing
Product Management
Field/Regional Marketing
Marketing Research
Public Relations
Advertising
(scroll down to continue)

Type of firm (select only one):

Only Retained: Yes/No
Only Contingency: Yes/No
Both: Yes/No

Select Geographic Preferences

City:

State:

Region:

Country:

(OTHER)

Select Salary Level (based on firm stated assignment salary range):

\$30,000 - \$50,000

\$50,000 - \$100,000

\$100,000 and above

(Job Seeker) Screen 25

The following lists industries/segments and industry member companies to which your profile logically transfers as well as relevant, function specific, company contacts. (The following list is provided for illustration purposes. It is not intended to be comprehensive.)

Industry/Segment:

Consumer Products - Durables
Consumer Products - Non-Durables
Computer Products - Consumer
Computer Software - Consumer
Drugs
Financial Services
Food, Beverage & Tobacco
Media
(scroll down to continue)

Enterprises/Companies:

International Business Machines
John F. Smith SVP, Marketing
1234 Main Street
Anytown, XY 12222
412-888-8888
www.ibm.com
F100 #6
Hewlett-Packard
Paul R. Smythe EVP, Marketing
56 Hewlett-Packard Tower
Anytown, XY 12222
112-888-8888
www.hp.com
F100 #13
(scroll down to continue)

The following are lists of recruiting firms and internet job and resume posting boards specializing in your field including pertinent contact information:

Retained Recruiters:

TMP Worldwide, Inc.
123 Main Street
Any, NY 12222
212-333-3333
Mr. John Smith
Managing Director
www.tmp.com
(scroll down to continue)

Contingency Recruiters:

Acme Recruiters
1234 Any Street
XYZ, MA 11111
617-222-2222
Mr. Bud Hooter
President
www.acme.com
(scroll down to continue)

Links to Electronic Job & Resume Posting Firms:

www.monster.com
www.marketingexecs.com
(scroll down to continue)

[CLICK HERE FOR SPECIFIC JOB LISTINGS](#)

[CLICK HERE TO DIALOG WITH OTHER JOB SEEKERS](#)

(Job Seeker)

SCREEN 26

Congratulations!

You have completed the process. Depending upon the selections made, you now possess:

-a mail merge-able database file of industries and companies that represent logical job search targets and employment prospects for your experience profile, complete with function specific, hiring manager, company contacts, mailing and web addresses;

-an analysis of how and why your experience transfers to specific industries outside your own which can be used to produce more targeted resumes and cover letters and improve interview performance;

-a database of recruiters relevant to your experience profile, selected industries, companies, and job search strategy;

-links to electronic resume and job posting sites relevant to your experience profile, selected industries, companies, and job search strategy;

-links to company specific postings on company and electronic resume and job board websites.

(Employer/Recruiter)
SCREEN 27

Please Describe the Hiring Enterprise: _____

Select from the following that which best describes the hiring enterprise:

Public Commercial Enterprise

Private Commercial Enterprise (Established)

Private Commercial Enterprise (Start-Up/Pre-IPO)

Non-Profit Enterprise

Government Enterprise

(OTHER)

If Corporate, Select One Option from the Following:

Fortune 100 (Public or Private): Yes/No

Fortune 500 (Public or Private): Yes / No

Fortune 1,000 (Public or Private): Yes / No

None of the Above: __

Enterprise/Company Name: _____

Division Name (if applicable): _____

Headquarters Location: _____

Division Headquarters Location (if applicable): _____

Position Location (if different from above): _____

Annual Sales/Revenue of Hiring Entity: _____

(OTHER)

(Employer/Recruiter)

SCREEN 28

Select from the following that which best describes the industry within which the hiring company operates. (The following list is intended for illustration purposes only. It is non-comprehensive.)

Advertising
Airlines
Broadcasting
Cable
Car Rental
Computers
Computer Peripherals
Consulting
Consumer Durables
Consumer Package Goods
Electronics
Entertainment
Equipment Rental
Fast Food/Quick Serve Restaurants
Financial Services
Healthcare
Hospitality
Industrial Manufacturing
Insurance
Investment Banking
Office Products
Pharmaceuticals
Publishing
Retail
Shipping & Transportation
Software
Telecommunications
Toys
Wholesaler
(OTHER)

Government
Military
Academic
Scientific
(OTHER)

(Employer/Recruiter)
SCREEN 29

Select from the following functional areas of responsibility that which best describes this position's primary function. (The following list is intended for illustration purposes only. It is non-comprehensive.)

General Management
Operations
Manufacturing
Marketing
Product Marketing/Management
Field/Regional Marketing Management
Marketing Research
Public Relations
Advertising
Sales

Sales Management
Sales Support
Corporate Communications
Investor Relations
Finance
Strategic Planning
Business Development
Corporate Development
Research & Development
Engineering
Human Resources
Legal
Regulatory Affairs
Management Information Systems
Engineering
(OTHER)

Government
Military
Academic
Scientific
(OTHER)

(Employer/Recruiter)

Screen 30

Please select from the following that which best characterizes the market in which the hiring entity operates:

Business-to-Consumer (e.g. The company/division's end-product or service is ultimately purchased by/sold to a consumer end-user.): Yes/No

Business-to-Business (e.g. The company/division's end-product or service is ultimately purchased by/sold to a business/corporate end-user.): Yes/No

Business-to-Business-to-Consumer(e.g. The company's end-product is ultimately purchased by a consumer but not directly.): Yes/No

Business-to-Government: Yes/No

**Business-to-Military: Yes/No
(OTHER)**

If your market is primarily Business-to-Business, is the end-user usually a:

- home or small business with annual revenues less than \$10 million
- small business with annual revenues less than \$50 million
- medium size business with annual revenues less than \$500 million
- large corporate business with annual revenues less than \$1 billion
- Fortune 1000 company (public or private)
- Fortune 500 company (public or private)
- Fortune 100 company (public or private)
- Non-Profit/Not for Profit organization

(OTHER)

(Employer/Recruiter)
SCREEN 31

Select from the following that which best describes this position's level of responsibility within the hiring company's management hierarchy:

Board of Directors

Chairman

Vice Chairman

CEO (Corporate)

COO (Corporate)

Chief Functional Officer (Corporate) (Reports to Corporate CE/CO or Chairman)

Direct Report to Chief Functional Officer (Corporate)

CEO (Division)

COO (Division)

Division President

General Manager (Division, Plant, SBU)

Chief Functional Officer (Division) (Reports to Division: CE/CO, President or General Manager)

Direct Report to Chief Functional Officer (Division)

Middle Management (2 - 3 levels below Corporate or Division Chief Functional Officer)

Second Line Management (Corporate or Division) (1 - 2 levels above entry level/first line management)

Entry Level

(OTHER)

Government/Military: Please select from the following and from subsequent pull-down menus that which best describes the position's level within the appropriate hierarchy:

GS Level

SES Level

CS Level

Military Rank

(OTHER)

(Employer/Recruiter)
SCREEN 32

Please select from the following that which best describes the level this position reports to within the management hierarchy:

Board of Directors
Chairman
Vice Chairman
CEO (Corporate)
COO (Corporate)
Chief Functional Officer (Corporate) (Reports to Corporate CE/CO or Chairman)
Direct Report to Chief Functional Officer (Corporate)
CEO (Division)
COO (Division)
Division President
General Manager (Division, Plant, SBU)
Chief Functional Officer (Division) (Reports to Division: CE/CO, President or General Manager)
Direct Report to Chief Functional Officer (Division)
Middle Management (2 - 3 levels below Corporate or Division Chief Functional Officer)
Second Line Management (Corporate or Division) (1 - 2 levels above entry level/first line management)
Entry Level

(OTHER)

Government/Military: Please select from the following and from subsequent pull-down menus that which best describes the level this position reports to within the appropriate hierarchy:

GS Level
SES Level
CS Level
Military Rank

(OTHER)

(Employer/Recruiter)
SCREEN 33

Please select from the following that which best describe the functional areas of responsibility reporting to this position. Select as many options as apply. (For illustration purposes, the following examples employ the functional areas customarily reporting to General and Marketing Management. As examples, the following are not intended to be comprehensive in scope.)

General Management:

Marketing

Sales

Finance

Manufacturing

Operations

Human Resources

Legal

Management Information Systems

SHOW ME MORE OPTIONS

Marketing Management:

Brand Management

Marketing/Brand Strategy

Product Management

New Product Development

Business Development

Consumer Promotion

Trade Promotion

Marketing Research

Advertising

Public Relations

Marketing Communications

SHOW ME MORE OPTIONS

Enter Number of Total Staff: _____ Total Number of Direct Staff: _____

Please select from the following that which best describes the geographic responsibility and scope of the position. Select all that apply:
International: Y/N Global: Y/N National: Y/N Regional: Y/N Country: Y/N
Multi-Country: Y/N Local: Y/N

(Employer/Recruiter)
SCREEN 34

Please answer the following regarding this position's compensation and related factors:

Enter Total Base Salary:_____

Enter Total Cash Compensation:_____

Options? Yes/No

Do options and/or stock constitute a significant portion/percentage of the position's total compensation? Yes/No

Other Long-Term Incentive Compensation? Yes/No

Does other long-term compensation constitute a significant portion/percentage of the position's total compensation? Yes/No

Is this position an Officer level position? Yes/No

Is the hiring entity willing to relocate candidates for this position? Yes/No

(OTHER)

(Employer/Recruiter)
SCREEN 35

Select from the following the primary functional experience/career track preferred in candidates for this position. (The following list is intended for illustration purposes only. It is non-comprehensive.)

General Management
Operations
Manufacturing
Marketing
Product Marketing/Management
Field/Regional Marketing Management
Marketing Research
Public Relations
Advertising
Sales
Sales Management
Sales Support
Corporate Communications
Investor Relations
Finance
Strategic Planning
Business Development
Corporate Development
Research & Development
Engineering
Human Resources
Legal
Regulatory Affairs
Management Information Systems
Engineering

(OTHER)

SHOW ME MORE OPTIONS

(Employer/Recruiter)

SCREEN 36

If applicable, select from the following the secondary functional experience preferred in candidates for this position. (The following list is intended for illustration purposes only and is non-comprehensive.)

General Management

Operations

Manufacturing

Marketing

Product Marketing/Management

Field/Regional Marketing Management

Marketing Research

Public Relations

Advertising

Sales

Sales Management

Sales Support

Corporate Communications

Investor Relations

Finance

Strategic Planning

Business Development

Corporate Development

Research & Development

Engineering

Human Resources

Legal

Regulatory Affairs

Management Information Systems

Engineering

(OTHER)

SHOW ME MORE OPTIONS

(Employer/Recruiter)
SCREEN 37

Using the control key, select those listings that best describe the current hierarchical/ level(s) preferred in prospective candidates:

Board of Directors

Chairman

Vice Chairman

CEO (Corporate)

COO (Corporate)

Chief Functional Officer (Corporate) (Reports to Corporate CE/OO or Chairman)

Direct Report to Chief Functional Officer (Corporate)

CEO (Division)

COO (Division)

Division President

General Manager (Division, Plant, SBU)

Chief Functional Officer (Division) (Reports to Division: CE/OO, President or General Manager)

Direct Report to Chief Functional Officer (Division)

Regional Functional Officer

Middle Management (2 - 3 levels below Corporate or Division Chief Functional Officer)

Second Line Management (Corporate or Division) (1 - 2 levels above entry level/first line management)

Entry Level

(OTHER)

Government/Military:

GS Level

SES Level

CS Level

Military Rank

OTHER

SHOW ME MORE OPTIONS

Please enter the number of years of experience desired in candidates for this position: minimum:_____ maximum:_____

(Employer/Recruiter)

SCREEN 38

From the following and subsequent pull-down menus select the the primary industry experience preferred in candidates for this position. (The following list is intended for illustration purposes only. It is not comprehensive.)

Advertising
Airlines
Broadcasting
Cable
Car Rental
Computers
Computer Peripherals
Consulting
Consumer Durables
Consumer Package Goods
Electronics
Entertainment
Equipment Rental
Fast Food/Quick Serve Restaurants
Financial Services
Healthcare
Hospitality
Industrial Manufacturing
Insurance
Investment Banking
Office Products
Pharmaceuticals
Publishing
Retail
Shipping & Transportation
Software
Telecommunications
Toys
Wholesaler

Government
Military
Academic
Scientific
(OTHER)

(Employer/Recruiter)

SCREEN 39

From the following and subsequent pull-down menus, if applicable, select secondary industry experience preferred. (The following list is intended for illustration purposes only and is not comprehensive.)

Advertising
Airlines
Broadcasting
Cable
Car Rental
Computers
Computer Peripherals
Consulting
Consumer Durables
Consumer Package Goods
Electronics
Entertainment
Equipment Rental
Fast Food/Quick Serve Restaurants
Financial Services
Healthcare
Hospitality
Industrial Manufacturing
Insurance
Investment Banking
Office Products
Pharmaceuticals
Publishing
Retail
Shipping & Transportation
Software
Telecommunications
Toys
Wholesaler
(OTHER)

Government
Military
Academic
Scientific
(OTHER)

(Employer/Recruiter)

SCREEN 40

Please select specialized skill set preferences from the following pull-down menus: (The following examples are provided for illustration purposes only and are non-comprehensive.)

Services Experience:

Multi-Location Consumer Service Delivery

Service Delivery via Technology

Multi-Location Retail Store Management

Business to Business Services

(scroll down to continue)

Marketing:

Brand Management/Brand Building

Product Marketing

New Product Development

New Business Development

Consumer Services Marketing Management

Direct Marketing/Database Management

Business to Business Services Marketing Management

(scroll down to continue)

Sales:

National/Key Account Management

Regional Sales Management

Broker Sales Force Management

Category Management

Trade Marketing

Sales Technology

(scroll down to continue)

Operations:

Fleet Management

Labor/Union Management

Real Estate Management & Development

(scroll down to continue)

OTHER:

E-Commerce

Start-Up/Entrepreneurial Experience

Blue Chip/Fortune 500 Company Experience

International Experience

(scroll down to continue)

(OTHER)

(Employer/Recruiter) SCREEN 41

(The chart below illustrates general transferability parameters for a marketing management search across multiple industries. The user would be instructed to read the chart as follows.)

How to Read the Industry Transferability Chart for Your Position's Profile:

- 1) Identify the hiring entity's current industry on the horizontal axis.
- 2) From that point on the horizontal axis, read down the column below it. At each intersection point of the hiring entity's industry and another industry a transferability rating (0 to 3) is given indicating the degree to which experience in that industry is transferable to the hiring entity's industry. A zero (0) rating indicates little to no transfer potential. A three (3) rating indicates greatest and best transfer potential.
- 3) Clicking on a rating will produce an analysis (Screen 42) explaining the reasons for the transferability rating given.
- 4) A multi-page analysis for all or specified transferability ratings is available by clicking on the appropriate selections as indicated (Screen 43.) Select all industries to be included in the report by holding down the control key while clicking on the applicable industry columns. Select FINISH upon completion.

(Screen 41 & above-mentioned chart continued below.)

(Employer/Recruiter)

SCREEN 42

Explanation of transferability rating for a particular function relative to a specified industry.

FUNCTION: Marketing

HIRING INDUSTRY: Consumer Products - Durables

PROSPECTIVE TARGET INDUSTRY: Consumer Package Goods

TRANSFERABILITY RATING: 3

Rating Explanation: Classical consumer package goods experienced marketers have historically enjoyed much success in transferring to the Consumer Durable Products sector. An industry previously driven by sales and new product development/engineering, the Consumer Durable Products sector has become more sophisticated due to increased competition. As a result, Consumer Package Goods marketers, particularly those with engineering exposure and/or undergraduate degrees, have been actively recruited by Consumer Durable Products companies for their sophisticated understanding of consumers and strategic approach to marketing. Skills transfer between the two industries is relatively assured because the two industries have much in common including similar/same target audiences, channels of distribution and a manufacturing base.

Consumer Durable Products and Packaged Goods marketers enjoy relatively the same degree of line profit and loss responsibility for the products they manage and exercise similar control over all aspects of the marketing mix. The Consumer Durable Products sector offers Consumer Package Goods marketing professionals the same autonomy and prospects to general management. Consumer Durables companies tend to be more entrepreneurial and fast paced than most Consumer Package Goods companies, necessitating screening for those CPG marketers with more entrepreneurial experience and less process orientation. Consumer Durable Products companies generally offer general management oriented marketers the benefit of being more closely involved with R&D/New Product Development, Engineering and Sales. Compensation in the Consumer Durable Products sector is comparable to that offered in Consumer Package Goods.

(Employer/Recruiter)

SCREEN 43

Multi-page explanation of all transferability ratings given and/or specified for a particular function relative to that of the hiring entity. For all industries selected the multi-page report includes analyses like that presented in Screen 42.

(Employer/Recruiter)

SCREEN 44

Please select preferences from the following pull down menus:

Select enterprise type preferences:

Public Commercial (Established)

Private Commercial (Established)

Private Commercial (Pre-IPO/Start-up)

Non-Profit

Government

(OTHER)

Select Market Type:

Business to Consumer

Business to Business

Select geographic preferences:

Country: _____

Region(s) within Country: _____

State(s)/Province(s): _____

City/Cities: _____

County (if applicable): _____

Area Code(s): _____

Zip Code(s): _____

(OTHER)

Select Sorting Criteria to Apply to Company Listings:

Fortune 100

Fortune 500

Fortune 1,000

INC. 500

Location

Most Admired

(OTHER)

(Employer/Recruiter)

SCREEN 45

The following are lists of industries and industry specific enterprises, organized by selected criteria, likely to employ individuals with the experience sought. Selecting a listing from the industry/segment menu will produce a list of corresponding enterprises for that industry. Double right clicking on an enterprise or industry listing includes that enterprise/industry's member enterprises in a preliminary database. Left clicking on a listing refers you to additional information about that industry or enterprise.

Industries/Segments:

Consumer Products -
Durables

Consumer Products - Non-
Durables

Computer Hardware - (Con-
sumer)

Computer Software - Con-
sumer

Drugs

Financial Services

Food, Beverage & Tobacco

Media

Telecommunications
(scroll down to continue)

Enterprises/Companies:

Apple Computer
Anytown, XY
888-888-8888
www.apple.com

Compaq Computer
Anytown, XY
812-888-8888
www.compaq.com

Dell Computer
Anytown, XY
912-888-8888
www.dell.com

Gateway
Anytown, XY
233-444-4444
www.gateway.com

Hewlett-Packard
Anytown, XY
112-888-8888
www.hp.com

International Business Machines
Anytown, XY
412-888-8888
www.ibm.com
(scroll down to continue)

(Employer/Recruiter
Screen 45 continued)

The following are lists of relevant local, regional and trade publications and classified advertising venues as well as appropriate industry and/or function specific directories, internet job and resume posting boards. Click on any listing for further information:

Newspapers:

Anytown Times
Mike Hogan
Director, Classifieds
www.at.com
222-222-2222

Internet Resume & Job Banks:

www.monster.com
www.hotjobs.com
www.careermosaic.com
www.techexecs.com
www.marketingjobs.com

Trade Publications

ComputerReseller News
Joe Smith
Director, Classifieds
www.crn.com
333-333-3333

Job Fairs & Trade Conferences

Computer Products Marketing Institute
May 22-29, 2001 Jacob Javitts Center
New York, NY
www.cpmi.com
555-555-5555

Directories: *1999 Directory of US Computer Products Marketing and Sales Executives*

[CLICK HERE TO SEE SPECIFIC RESUME LISTINGS](#)

[illegible]

Industry/Segment:

- Consumer Products - Durables
- Consumer Products - Non-Durables
- Computer Products - Consumer
- Computer Software - Consumer
- Drugs
- Financial Services
- Food, Beverage & Tobacco
- Media

(scroll down to continue)

Enterprises/Companies:

International Business Machines
John F. Smith
VP, Marketing
1234 Main Street
Anytown, XY 12222
412-888-8888
www.ibm.com
F100 #6

Hewlett-Packard
Paul R. Smythe
VP, Marketing
56 Hewlett-Packard Tower
Anytown, XY 12222
112-888-8888
www.hp.com
F100 #13

(scroll down to continue)

Newspapers:
Anytown Times
Mike Hogan
Director, Classifieds
www.at.com
222-222-2222

Trade Publications
ComputerReseller News
Joe Smith
Director, Classifieds
www.crn.com
333-333-3333

www.monster.com
www.hotjobs.com
www.careermosaic.com
www.techexecs.com
www.marketingjobs.com

Computer Products Marketing Institute
May 22-29, 2001 Jacob Javitts Center
New York, NY
www.cpmi.com
555-555-5555

CLICK HERE TO SEE SPECIFIC RESUME LISTINGS

(Employer/Recruiter)

SCREEN 47

The following is a list of recruiting firms specializing in the functional and industry areas specified, including contact information:

Retained Recruiters:

TMP Worldwide, Inc.
123 Main Street
Any, NY 12222
212-333-3333
Mr. George Smith
Managing Director
www.tmp.com

SSW, Inc.
123 Main Street
Any, NY 12222
212-333-3333
Mr. John Smith
Managing Director
www.ssw.com

Ellis & King, Inc.
123 Main Street
Any, NY 12222
212-333-3333
Mr. John King
Managing Director
www.EK.com

Blaizely Group, Inc.
123 Main Street
Any, NY 12222
212-333-3333
Mr. John Blaizely
Managing Director
www.blaizely.com
OTHER

Contingency Recruiters:

Acme Recruiters
1234 Any Street
XYZ, MA 11111
617-222-2222
Bud Hooter
President
www.acme.com

Robinson Associates
1234 Any Street
XYZ, MA 11111
617-222-2222
Bud Robinson
President
www.robinson.com

XYZ Recruiters
1234 Any Street
XYZ, MA 11111
617-222-2222
James Arnold
President
www.xyz.com

Recruiters USA
1234 Any Street
XYZ, MA 11111
617-222-2222
Bud Hooter
President
www.recruitersUSA.com
OTHER

SHOW ME MORE OPTIONS

(Employer/Recruiter)

SCREEN 48

Congratulations!

You have completed the process. Depending upon the selections made, you now possess:

- a database file of industries and companies that represent logical prospective employee populations and candidate development opportunities for the experience profile sought, complete with job function specific company contacts;
- a database of all recruiters, job and resume boards relevant to the experience and skill sought;
- a database of all relevant directories, local, regional, national, and trade specific periodicals, job fairs, industry conferences and trade shows, on- and off-line forums useful for candidate identification and development;
- the opportunity to dialogue with others who have considered and hired from industries outside their own;
- an analysis of job function transfers to and from specific industries that can be used to direct a more targeted search, improve search results and transfer success;
- links to relevant individual resume postings.

(Job Seeker & Employer/Recruiter)
SCREEN 49

Immediate Post Process Feedback

System asks for information including but not limited to:

Problems and or frustrations encountered during the process?

Perceived helpfulness and value of the process, system capabilities
and end product(s)?

What sh/could the system do better?

What sh/could the system do differently?

A wish list.

(OTHER)

**(Job Seeker & Employer/Recruiter)
SCREEN 50**

Longer-Term Post Process Feedback

System asks for permission to follow-up by email and telephone for the purpose of ascertaining information including but not limited to:

Perceived helpfulness and value of the process, system capabilities and end product(s)?

What was the end result?

How successful was the end-result?

What do they wish they'd known before?

What would they do differently next time?

What sh/could the system do differently?

What sh/could the system do better?

A wish list.

(OTHER)